



#SWA



**social
WORKER
OF THE
YEAR
AWARDS**

**CELEBRATING
20 YEARS**

**SOCIAL WORKER
OF THE YEAR
AWARDS 2026**

SPONSORSHIP PACK

WWW.SOCIALWORKAWARDS.COM

Introducing the Social Worker of the Year Awards – Celebrating 20 Years

For twenty years, the Social Worker of the Year Awards has championed excellence in social work across England.

Founded in 2006 by social worker Beverley Williams MBE, the Awards remain the only national awards dedicated solely to social work in England. Free to enter and run by an independent not-for-profit charity, they provide a powerful platform to recognise, reward and elevate the professionals changing lives every day.

Each year, hundreds of entries are received from across the country, showcasing exceptional practice in children's services, adult social care, mental health, education, justice and community settings. The Awards shine a national spotlight on social workers whose dedication, leadership and innovation strengthen families, protect vulnerable people and transform communities.

In this 20th anniversary year, we are not only celebrating today's outstanding practitioners – we are marking two decades of impact. Over twenty years, the Awards have built a compelling body of evidence and stories that demonstrate the profound and lasting contribution of social work to society. Through national, regional and sector media, digital platforms and professional networks, these stories reach millions, improving public understanding and championing the profession at a national level.

As practice evolves, so too do the Awards – recognising culturally responsive practice, multi-agency collaboration, digital innovation and creative approaches to complex challenges. Each year brings new champions of good practice into view, reinforcing a culture of recognition that strengthens morale, retention and professional pride across the sector.

Our 20th year is a moment of reflection, celebration and ambition. With your support, we will continue to honour excellence, amplify impact and ensure social work receives the recognition it deserves.

We invite you to join us as a partner in celebrating the best of social work in England.

The Board of Trustees, Social Work Awards Ltd.
Registered in England No. 07581130
Registered Charity No. 1144458



Our charitable aims

As a charity, our purpose is to enhance the standing of social work, which we believe rests on mutual respect for the contribution that everyone can make to outstanding social work practice. Our aims are as follows:

1. Give **recognition** to and **celebrate** the work of qualified social workers and student social workers
2. Promote **best practice** in the profession and **celebrate success**
3. **Improve public understanding** of the range of work which social workers undertake
4. Celebrate and **promote diversity** and equal opportunities in social work

Why sponsor the Social Worker of the Year Awards in our 20th year?

For twenty years, the Social Worker of the Year Awards has set the national benchmark for recognising excellence in social work. By sponsoring the Awards in this landmark year, your organisation aligns with a respected, independent platform that champions professional pride, best practice and national impact.

As a sponsor, you will:

- **Reach thousands of social workers and sector decision-makers**
Showcase what your organisation stands for and demonstrate your commitment to valuing and championing the profession.
- **Demonstrate visible support for your workforce**
Publicly recognise the dedication of your social work practitioners and teams during a year that celebrates two decades of excellence.
- **Strengthen recruitment and retention**
Position your organisation as one that invests in, celebrates and supports its staff – a powerful message in a competitive recruitment landscape.
- **Engage with outstanding practitioners and leaders**
Connect with professionals taking bold and compassionate action every day to improve lives across England.
- **Be part of national conversations shaping the profession**
Share your organisation's experience and insight alongside like-minded leaders, policymakers and people with lived experience of social work.
- **Access high-level networking opportunities**
Build relationships with key figures from across the social work landscape at the Awards ceremony.
- **Raise your profile nationally**
Benefit from a comprehensive marketing and PR programme that reaches millions across England through digital, social and sector media.

In our 20th anniversary year, sponsorship is more than brand visibility – it is a statement of commitment to the future of social work.



Key Dates



March 2026
Nominations
Open

May 2026
Nominations
Close

May - July 2026
Judging
Sessions

August 2026
Finalists
Announced

October 2026
20th Anniversary
Awards
Reception

Award Categories

- ◆ Adult Social Worker of the Year
- ◆ Practice Leadership and Management Award, Adult Services
- ◆ Newly Qualified Adult Social Worker of the Year
- ◆ Team of the Year, Adult Services
- ◆ Children's Social Worker of the Year
- ◆ Practice Leadership and Management Award, Children's Services
- ◆ Newly Qualified Children's Social Worker of the Year
- ◆ Team of the Year, Children's Services
- ◆ Social Work Student of the Year
- ◆ Practice Educator of the Year
- ◆ Social Justice Champion Award
- ◆ Practitioner-Led Research Award
- ◆ Mental Health Social Worker of the Year
- ◆ Lifetime Achievement Award
- ◆ Overall Social Worker of the Year

Awards Sponsor – £3,500 (ex VAT)

Pre-event

- ◆ Featured as a Sponsor on the Social Worker of the Year Awards website
- ◆ Your logo featured in regular e-newsletters
- ◆ Sponsorship recognition in pre-event social media campaign
- ◆ Half-page editorial in the Awards Book of Winners, which is shared with all attendees and uploaded to the Social Worker of the Year Awards website

Awards Reception

- ◆ Two tickets to the 20th Anniversary Awards Reception at the House of Commons
- ◆ Your logo featured in the official photo backdrop
- ◆ Your logo featured in the Awards Reception highlights video
- ◆ Opportunity to display one corporate banner during the Awards Reception
- ◆ Access to the Anniversary Awards Reception Official Photos



Sponsor Benefits	Awards Sponsor	Corporate/ Public Sector Partners	Headline Sponsor
	£3,500		
Pre-event			
Sponsorship of Overall Social Worker of the Year and additional category			✓
Sponsorship of two award categories		✓	
Name featured certificates for sponsored categories		✓	✓
Half-page editorial in the Awards Book of Winners	✓		
Logo and full-page advert in the Awards Book of Winners		✓	✓
Recognition in pre-event social media campaigns	✓	✓	✓
Dedicated sponsor page on the Social Work Awards website	✓	✓	✓
Logo featured in regular e-newsletters	✓	✓	✓
Awards ceremony			
Six tickets to the special 20th Anniversary Awards Reception at the House of Commons			✓
Acknowledgement in the ceremony opening address		✓	✓
Four tickets to the special 20th Anniversary Awards Reception at the House of Commons		✓	
Two tickets to the special 20th Anniversary Awards Reception at the House of Commons	✓		
Present Silver and Gold award winners in sponsored category		✓	✓
Opportunity to display one corporate banner	✓	✓	✓
Logo and recognition in official event highlights video	✓	✓	✓
Logo featured in official photo backdrop	✓	✓	✓
Access to the Anniversary Awards Reception Official Photos	✓	✓	✓

Interested in supporting the Social Worker of the Year Awards?

Email us at
awards@socialworkawards.com
to reserve your sponsorship.



**CELEBRATING
20 YEARS**

The Social Work Awards Ltd.
Registered in England No. 07581130
Registered Charity No. 1144458
socialworkawards.com

